

ORDER



Orders
Order / Rev: 46380
Alt Order #: 9781002 /Brad
Product Desc: PRIORITIES USA ACTIO
Estimate: 1518
Flight Dates: 08/02/12 - 08/06/12
Original Date / Rev: 07/31/12 / 07/31/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/06/12 | 43 | \$9,335.00 | \$7,934.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2012 | 43 | \$9,335.00 | \$7,934.75 | 0.00 |
| Totals | 43 | \$9,335.00 | \$7,934.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------------|-------|-------------|
| WHP-TV CBS21 | 21% | \$9,335.00 |
| Market | 100% | \$44,452.38 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| EHP | 1% | \$444.52 |
| UNKWN | 0% | \$0.00 |
| WGAL | 40% | \$17,780.95 |
| WHTM | 31% | \$13,780.24 |
| WLYH | 3% | \$1,333.57 |
| WPMT | 4% | \$1,778.10 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-----|----------|----------|---|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| N 1 | WHP | 08/02/12 | 08/06/12 | Su 1130p-1230a Su 1130p-1230a | CM | 1130p-1230a | -----S | :30 | 1 | \$60.00 | P-1 | 0.00 | NM | 1 | \$60.00 |
| N 2 | WHP | 08/05/12 | 08/05/12 | Su 11p-1130p News CBS 21 News at 11p | CM | 11p-1130p | -----S | :30 | 1 | \$175.00 | P-1 | 0.00 | NM | 1 | \$175.00 |
| N 3 | WHP | 08/02/12 | 08/06/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | M--TF-- | :30 | 5 | \$200.00 | P-1 | 0.00 | NM | 5 | \$1,000.00 |
| N 4 | WHP | 08/02/12 | 08/06/12 | Letterman Letterman | CM | 1135p-1235a | M--TF-- | :30 | 5 | \$125.00 | P-1 | 0.00 | NM | 5 | \$625.00 |
| N 5 | WHP | 08/02/12 | 08/06/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | M--TF-- | :30 | 5 | \$275.00 | P-1 | 0.00 | NM | 5 | \$1,375.00 |
| N 6 | WHP | 08/02/12 | 08/06/12 | | CM | 5p-530p | M--TF-- | :30 | 5 | \$200.00 | P-1 | 0.00 | NM | 5 | \$1,000.00 |

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WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-----|----------|----------|--|-------|----------------|-------------|-----|-------|----------|-----|------|--------|-------|------------|
| | | | | M-F 5p-530p News CBS 21 News at 5p | | | | | | | | | | | |
| N 7 | WHP | 08/02/12 | 08/06/12 | M-F 11p-1135p News CBS 21 News at 11p | CM | 11p-1135p | M- -TF- - | :30 | 5 | \$300.00 | P-1 | 0.00 | NM | 5 | \$1,500.00 |
| N 8 | WHP | 08/02/12 | 08/06/12 | M-F 1230p-2p Soap Rotator | CM | 1230p-2p | M- -TF- - | :30 | 5 | \$175.00 | P-1 | 0.00 | NM | 5 | \$875.00 |
| N 9 | WHP | 08/02/12 | 08/06/12 | Sa 730p-8p Sa 730p-8p | CM | 730p-8p | - - - - -S- | :30 | 1 | \$250.00 | P-1 | 0.00 | NM | 1 | \$250.00 |
| N 10 | WHP | 08/02/12 | 08/06/12 | M-F 6p-630p News CBS 21 News at 6p | CM | 6p-630p | M- -TF- - | :30 | 5 | \$250.00 | P-1 | 0.00 | NM | 5 | \$1,250.00 |
| N 11 | WHP | 08/02/12 | 08/06/12 | CBS Sun Morning CBS Sun Morning | CM | 9a-1030a | - - - - -S | :30 | 1 | \$300.00 | P-1 | 0.00 | NM | 1 | \$300.00 |
| N 12 | WHP | 08/02/12 | 08/06/12 | Sa 7p-730p Sa 7p-730p | CM | 7p-730p | - - - - -S- | :30 | 1 | \$250.00 | P-1 | 0.00 | NM | 1 | \$250.00 |
| N 13 | WHP | 08/02/12 | 08/06/12 | M-F 4p-5p M-F 4p-5p | CM | 4p-5p | M- -TF- - | :30 | 3 | \$225.00 | P-1 | 0.00 | NM | 3 | \$675.00 |
| | | | | | | | | | | | | | Totals | 43 | \$9,335.00 |